

**WPLW  
102.5 - FM  
HILLSBOROUGH, NC**

**ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WPLW**

**4th QUARTER 2011  
(October 1<sup>st</sup> – December 31<sup>st</sup>)**

Compiled by:  
Mike Biddle, Assistant Program Director

Radio station WPLW-FM has compiled a list of issues those area residents feel are a major concern to the Raleigh-Durham Metropolitan (MSA). WPLW-FM conducts regular ascertainment of community leaders, businesspersons, and residents of our coverage area to determine the issues of importance to our listeners.

WPLW-FM utilizes this list as a basis for our programming response to selected issues each quarter. Typically WPLW-FM addresses the issues in its Sunday program called "Carolina Close-Up", and thru a series of live and pre-recorded announcements.

The current issues as of December 31<sup>st</sup>, 2011 included:

Q4 2011

ISSUES:

1. Crime/Drugs
2. Family/Youth/Elderly
3. Economy
4. Growth/Roads/Transportation/Traffic
5. Education
6. Housing
7. Environment/Health
8. Private/Public/Accountability
9. National Security
10. Politics

**“Carolina Closeup” / “Carolina Newsmakers”**  
**4th Quarter 2011**  
**WWPL runs this from 6a-6:30a Sundays**

October 2<sup>nd</sup> “Interview with U.S. Representative from the 2<sup>nd</sup> Congressional District, Renee Ellmers”

\*\*\*\*Issues Covered: The Economy; The Recession; Employment/Unemployment; Economic Recovery; Health Care, Health Care Costs, and the President's Health Care Plan; Small Business Owners; Federal/State Regulation; The Environment and the EPA; Contributions/Grants to Colleges and Universities; Disasters and Disaster Relief; Job Creation; The Size/Role of the Federal Government; Increasing Tax Revenue; Offshore Drilling; House Small Business Committee; House Health and Technology Sub-Committee; House Agriculture and Foreign Affairs Committee; The Health Care Bill and Insurance Companies; The National Debt and Balancing the Federal Budget; Growing Business and Industry. Time 29:30 - 3,5,7,10

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October 9<sup>th</sup> Host Donna Martinez is joined by Mileah Kromer of the Elon University Poll to discuss the latest polling data on President Obama, Gov. Beverly Perdue, and the same-sex marriage constitutional amendment that will appear on the May 2012 ballot. Kromer analyzes what the dropping numbers might mean for the president and the governor, both of whom will battle for re-election next year. Then we turn to the New Yorker profile of former N.C. Republican state legislator Art Pope and hear comments from two people who were interviewed for the piece. Bob Hall of Democracy North Carolina and John Hood of the John Locke Foundation react to the New Yorker with talk show host Bill LuMaye of NewsRadio 680 WPTF in Raleigh. Then we delve into campaign spending during the 2010 election cycle for state legislative candidates – specifically money donated by political action committees. That's followed by comments from leading North Carolina progressive Chris Fitzsimon of N.C. Policy Watch. Fitzsimon talks about President Obama's re-election prospects and the views of the Democratic base, and he also weighs in on the impact of the grassroots tea party movement's role in the Republican Party.

\*\*\*\*Issues Covered: 2012 Elections; Polling; The Elon University Poll; State and Federal Elections in N.C.; Politics and Political Parties; President Obama's and Governor Perdue's Approval Ratings in North Carolina; North Carolina as a Battleground State; Marriage Protection Act; Gender Issues; Gay/Lesbian Issues; Family Issues; NC State Politics; The John Locke Foundation; NC Justice Center; Democracy NC; NC Policy Watch; The Pope Foundation; The Reynolds Foundation; The Economy; Health Care; The Recession; National Debt and the Circulation of Money; Employment and Unemployment; Wall Street; The “Tea Party” Movement\*\*\*\* Time 30:00 – 2,3,7,10

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October 16<sup>th</sup> “Interview with Gregg Thompson, Director, North Carolina Branch of the National Federation of Independent Businesses”

\*\*\*\*Issues Covered: Small Businesses and Small Business Owners; Business and Industry; Lobbying; The Recession and the Economy; Economic Recovery; Wall Street and the NYSE; Consumerism and Consumer Confidence; Tax Increases; NC House Appropriations Committee; Federal/State Regulation of Businesses; State Budget Cuts; Employment and Unemployment; Taxes on Small Businesses; Sales Taxes and Income Taxes; Community Issues\*\*\*\* Time 29:30 – 3,10

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October 23<sup>rd</sup> "Interview with Former Congressman Bob Etheridge"

\*\*\*\*Issues Covered: Hurricane Irene and Disaster Relief; Damage Caused by Hurricane Irene; Agriculture; NC Geography; Wind, Water Damage, and Flooding from Irene; FEMA; Hurricane Damage to Farms, Homes, and Businesses; Community and Elderly Issues; Insurance Costs; Flood Insurance; Scams; Hurricane Floyd; Local, State, and Federal Government; Business and Industry; OSHA Regulations; Safety Issues in the Workplace; Unemployment and Job Creation; Agricultural Productivity\*\*\*\* Time 29:30 – 2,6,7,10

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October 30<sup>th</sup> "Interview with Political Talk Show Host, and Executive Producer of *NC Spin*, Tom Campbell"

\*\*\*\*Issues Covered: The Recession; North Carolina's Unemployment Rate; NC State Employment Security Commission; Prospects for Economic Recovery; NC General Assembly; Education and Education Reform; State and Federal Infrastructure; Tax Reform; Health Care and Health Care Reform; Federal Economic Stimulus Package; "Occupy Wall Street" Movement; North Carolina as a "Battleground State"; Media and Communication; Campbell University; The Evolution of Political Parties in North Carolina; The Republican Majority in the NC General Assembly; Redistricting; Voting Patterns in N.C.; 2008 and 2012 Elections; NC Requirement for a Balanced Budget; Sales Taxes/Property Taxes/Personal Income Taxes and State Revenue; North Carolina Tax Code Structure; Corporate Tax Structure; NC Geography; Population Shifts in North Carolina; Depressed Counties in Eastern North Carolina; Possibility of Economic Growth in Eastern North Carolina\*\*\*\* Time 29:30 – 3,4,10

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November 6<sup>th</sup> "Interview with Tom Howe", Chief Executive Officer of UNC-TV's Public Television Network

\*\*\*\*Issues Covered: NC Public Television; Technology and the Internet; Media and Communications; Newspapers and Periodicals; Digital Television; Satellite Technology; Over-the-Air Television; Cable and Satellite Television; Mobile Devices Used for Viewing Television; HD TV; North Carolina's State-Wide Public Television Network; NC Public Television's Local Programming; PBS; NC University System and Independent Universities in North Carolina\*\*\*\* Time 29:30 – 8,10

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November 13<sup>th</sup> "Interview with Mike Walden", William Neal Reynolds Distinguished Professor, Department of Agricultural and Resource Economics, North Carolina State University

\*\*\*\*Issues Covered: The Economy: Economic Forecast for 2012; The Recession; Economic Recovery; Job Creation; Employment/Unemployment; Economic Growth; Consumerism and Consumer Confidence; Commercial/Retail Real Estate; Housing Market; Housing Values; Renting vs. Buying; Construction Starts; Federal Reserve; Interest Rates; International Trade; Globalization; Adjustable Rate Mortgages; The "Piedmont" Crescent"; Higher Education in North Carolina; Unemployment Rate in North Carolina; Urban/Rural Areas of North Carolina; Analysis of Job Growth in North Carolina; "Occupy Wall Street" Movement; Distribution/Re-distribution of Wealth; Income Disparity Based on Education; The Future of the Middle Class in America\*\*\*\* Time 29:30 – 3,4,5,6,8,10

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November 20<sup>th</sup> "Interview with Lew Ebert", President and CEO of the North Carolina Chamber of Commerce

\*\*\*\*Issues Covered: The Economy; NC Chamber of Commerce; Media and Communications; The "Business Climate"; Employment/Unemployment Rates in North Carolina; The Recession; Job Losses in North Carolina; Manufacturing in North Carolina; State/Federal Government; Job Creation; Tariffs and Foreign Trade Agreements; NC Exports; The World Economy; NC Business Leaders; Recruiting Business to North Carolina; Higher Education in N.C.; Unionization Rate in N.C.; State Tax Revenue; NC's Investment in Education; Research Triangle Park; NC's Work Force; NC Community College System; Research and Development; Tort Reform; State Budget; The Cost of Health Care; Worker's Compensation\*\*\*\* Time 29:30 – 3, 5,7,10

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November 27<sup>th</sup> "Interview with John Hood", President and Chairman of the John Locke Foundation

\*\*\*\*Issues Covered: The Economy and Government Spending; National Debt; U.S. Fiscal Policy; Public Service; Politics; American Civics; Term Limits; "Career" Politicians; Conservative and Liberal Labels; Local, State, and Federal Government; City and County Government; John Locke Foundation; "Permanent" Recession; Unemployment and Job Creation; Incentives for Businesses to Locate or Move to North Carolina; Free Trade Agreements; North Carolina's Infrastructure; Transportation; Structurally-Deficient Bridges; Toll Roads; Tax-Based Versus Fee-Based Services; Tax Reform; Tuition at University System Schools; Research Grants\*\*\*\* Time 30:00 – 3,5,10

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December 4<sup>th</sup> "Interview with Dr. Mike Munger", Professor of Political Science at Duke University

\*\*\*\*Issues Covered: 2008 Gubernatorial Election; Politics and Political Science; NC General Assembly; Libertarian Party; Economics; Economic Outlook/Forecast; Government Debt/Deficit and Interest Rates; Social Security; Capital Investments; Philosophy, Politics, and Economics; Academics; Education; Economic Literacy; "Occupy" Movement; Pharmaceuticals; Plagiarism and Use of the Internet; The Libertarian Party; The Concept of the Two-Party System in America\*\*\*\* Time 29:30 – 3,5,7,10

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December 11<sup>th</sup> "Interview with Dr. Larry Wheeler", Director of the North Carolina Museum of Art

\*\*\*\*Issues Covered: NC Museum of Art; NC Arts Council; Art, Architecture; Education; State Budget and Budget Cuts; History of the NC Museum of Art; NC Museum of Art Buildings and Campus; Rembrandt Exhibit; Norman Rockwell Exhibit; Monet Exhibit; Rodin Exhibit; Protecting Valuable Pieces of Art; Transportation; Art Museums Across North Carolina; Cultural Infrastructure of North Carolina; NC Geography; Glass Art; State University System; Teaching Art and Training Art Teachers; Distance Education; The Use of Media and Social Media to Benefit the NC Museum of Art; Communications\*\*\*\* Time 29:30 – 2,5

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December 18<sup>th</sup> "Interview with Ran Coble", Executive Director, NC Center for Public Policy Research

\*\*\*\*Issues Covered: The Economy; The Republican Majority in the NC General Assembly; Federal Health Care Reform Act; NC Right-to-Work Laws; Reducing Regulations on Small Businesses; Funding Education in the Classroom; Eliminating the Cap on the Number of Charter Schools; Voter Identification; Constitutional Amendment to Prevent Government From Using Imminent Domain Powers For Economic Development Purposes; Ending Pay-to-Play Politics; The State Budget; Special Session of the General Assembly for Redistricting; Repeal of the Racial Justice Act; NC Legislature: Part-Time or Full-Time; Governor's Use of the Veto; Profile of the New Redistricting Maps; One Person, One Vote Standard; Rights of Minority Voters; "Double-Bunking" Incumbents in the Same District; Campaign Finance Probes of NC's Gubernatorial Candidates\*\*\*\* Time 29:30 – 3,4,5,8,10

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December 25<sup>th</sup> "Interview with Lew Ebert", President and CEO, North Carolina Chamber of Commerce

\*\*\*\*Issues Covered: The Economy: Economic Forecast for 2012; The Recession; Economic Recovery; Job Creation; Employment/Unemployment; Economic Growth; Consumerism and Consumer Confidence; Commercial and Retail Real Estate; The Housing Market; Housing Values; Renting Vs. Buying; Construction Starts; The Federal Reserve; Interest Rates; International Trade; Globalization; Adjustable Mortgage Rates; The "Piedmont" Crescent; Higher Education in North Carolina; The Unemployment Rate in North Carolina; Urban and Rural Areas of North Carolina; "Occupy Wall Street" Movement; Distribution and Re-distribution of Wealth; Income Disparity Based on Education; The Future of the Middle Class in America\*\*\*\* Time 29:30 – 3,6,8,10

## **RECORDED PUBLIC SERVICE ANNOUNCEMENTS**

### **Walk For Hope – To Support Mental Illness –**

Spot Title: Walk For Hope

Length: 30

# of spots/air dates: 34 spots 10/1-10/8

Issues: 2, 7

### **NC Museum of Art**

Spot Title: Rembrandt – Pre Open

Length: 30

# of spots/air dates: 75 spots 10/2 – 10/30

Issues: 2

### **NC Museum of Art**

Spot Title: Rembrandt – Now Open

Length: 30

# of spots/air dates: 62 spots 12/1 – 12/31

Issues: 2

## **LIVE BROADCASTS @ COMMUNITY EVENTS**

### **Walk For Hope – Sunday Oct. 9<sup>th</sup> 2011**

Live broadcast by WPLW to promote awareness for Foundation of Hope. The Foundation of Hope is a non-profit philanthropic organization dedicated to funding breakthroughs in the treatment of mental illness. 3,000 participated in this year's Walk for Hope. Issues: 2, 7

### **Raleigh Winterfest – Dec. 3<sup>rd</sup> 2011**

Live broadcast by WPLW to promote the opening of Raleigh's Winterfest. Winterfest is a two-month long extravaganza featuring an outdoor skating rink with natural ice in the heart of downtown Raleigh. In addition to promoting family activities, this event also helps to bring awareness to Downtown Raleigh and local business owners. Issues: 2, 3